



MARKETING AND PUBLIC RELATIONS

Pathway: Business & Public Services

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Award Title	Award Type	GE Units	Required Course Units	Major Elective Units	Major Units
Marketing and Public Relations*	A.A.	21*	44	-	44
Marketing and Public Relations	C		33	-	33

At least 60 degree applicable units are required to earn an Associate degree.

*This Associate Degree is eligible for a reduction of General Education requirements from 21 to 18 units; please consult with a counselor for more details.

The program is designed to insure all students master all aspects of marketing and public relations, which include advertising, branding, and corporate communications. Students will study and evaluate the effectiveness and appropriateness of marketing and public relations messages while engaging in problem analysis, strategic planning, message development, and tactical solutions. Using both traditional and digital media students will be able to implement compelling marketing campaigns that reach customers and consumers in new and innovative ways, grow market share, and increase bottom line results.

By fulfilling the program requirements, students will have a background in the principles and practices involved in the promotion and distribution of products and services from producers through middleman to the ultimate consumer. This program leads to entry level positions in public relations and marketing careers in business, industry, agency, government, and nonprofit sectors of society. Typical jobs includes, marketing director, public relations representative, corporate consultant, political campaign advisor, small business owner, marketing and non profit communications consultants.

PROGRAM LEARNING OUTCOMES (PLOs)

Upon completion of the Degree/Certificate program, students are able to:

1. Understand and communicate the stakeholder point of view in order to develop long range company strategies.
2. Analyse consumer trends and development tactical marketing solutions.

MARKETING AND PUBLIC RELATIONS

Associates in Arts Degree

Major Units: 44

Requirements for the Associate in Arts degree in Marketing and Public Relations may be earned by completing 44 units of Required Courses with a "C" or better along with General Education units. Information on the General Education unit requirements may be found in the catalog under Graduation Requirements.

REQUIRED COURSES

The following is a suggested sequence of Required Courses to be taken:

SEMESTER I		UNITS
BUS 001	Introduction to Business	3
BUS 032	Business Communications	3
-or- BUS 033	Technical Report Writing (3)	
BUS 038	Business Computations	3
CAOT 082	Microcomputer Software Survey in the Office	3
SUPV 011	Oral Communications	3
SEMESTER II		UNITS
ACCTG 001	Introductory Accounting I	5
ECON 002	Principle of Economics II	3
MARKET 001	Principles of Selling	3
PUB REL 001	Principles of Public Relations	3
SEMESTER III		UNITS
BUS 005	Business Law I	3
MARKET 021	Principles of Marketing	3
PUB REL 002	Public Relations Techniques	3
SEMESTER IV		UNITS
MARKET 011	Fundamentals of Advertising	3
PUB REL 003	Writing for Public Relations	3

MARKETING AND PUBLIC RELATIONS

Certificate of Achievement

Major Units: 33

A Certificate of Achievement in Marketing and Public Relations may be earned by completing 33 units of Required Courses listed below with a "C" or better in each course.

REQUIRED COURSES

SEMESTER I		UNITS
BUS 001	Introduction Business	3
BUS 005	Business Law I	3
BUS 032	Business Communications	3
-or- BUS 033	Technical Report Writing (3)	
BUS 038	Business Computations	3
CAOT 082	Microcomputer Software Survey in the Office	3
SUPV 011	Oral Communications	3

SEMESTER II		UNITS
MARKET 001	Principles of Selling	3
MARKET 011	Fundamentals of Advertising	3
MARKET 021	Principles of Marketing	3
PUB REL 001	Principles of Public Relations	3
PUB REL 002	Public Relations Techniques	3

USEFUL LINKS

College Catalog: <http://college.lattc.edu/catalog/>

Financial Aid Office: <http://college.lattc.edu/financialaid/>

Counseling Department: <http://college.lattc.edu/counseling/>

General Education Information: <http://college.lattc.edu/catalog>

You can register in these classes by logging on to the Student Information System at <http://college.lattc.edu/student/new-students/register-now/>

For additional information consult a LATTC college counselor.